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Review of Doctoral Thesis

handed in from Ing. Martin Ondra
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The content oft the Doctoral Thesis „BRAND IDENTITY IN DESIGN OF INDUSTRIAL PRODUCT“ is merely all about the dilemma of individual products which fulfills the latest costumer need at one hand, and the need for brand identity which distuguish itself from the competitors on the other hand.
The dissertation starts with an excellent overview of the currant state of the topic and sums up the existing literature around that topic. It focuses afterwards on shape grammar, which is logical, because other aspects such as color are treated in various works.
The authors aim was to use the company NAREX as an example to study their brand identity. Therefore he started out to design a next generation driller and grinder with an non-generative method. After that he analysed the brand language and the shape grammar in detail. After that he checked the potential of an generative method with sketching a new driller.
This dissertation is an up-to-date topic and met the stated objective. It is written in an easy to follow style, and the complex methods are described in a proper way. Only the gathered products should be pictured completely. Maybe this was not the case, because in the Czech Republic these tools are very common – but for somebody from abroad some of the graphs are hard to understand without that background.
As a further hint in that direction maybe it would be useful – if you for example distribute the thesis as book – to show in detail, how the axes and orientation of the silhouette feature shape of decomposition and similarity analyse was done. Without it is hard to judge and almost impossible to get an overview.
But the chosen steps of methods are understandable. After the non-generative designed products – which just let the question unanswered why at the grinder the logo sits at the black, soft rubber part – the next highlight is the calculation of the degree of similarity. After that the shape grammar rules are defined and applied afterwards. Those could be parameterized and their utilisation can further be enhanced by using computer programs.

This work is an step forward for practice use, as it brought a different point of view on how form-evolution works in relation to shape grammar rules. It compared that with the actual

non-generative designers work to bring those closer. This helps developing practice and the the scientific discipline as well.
Of course further work is needed. To sum up, the literature-basis is excellent, the linguistic level good, the topic up-to-date and methods and results interesting.

Therefore i recommend the award of an PhD academic degree.

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